

# FSC-77-B

ROU Brief - 4/29/98

For: AVP/RSM/RBM/ROM/KAM/AM/DM/RM/AE/MC/PC/PRC/SC

cc: R.R.'s

c/m: 5-7-98

## CONTENTS

### ① Retail Programs

- SALEM POS Graphics Change
- WINSTON CTS Onserts
- WINSTON Banners and Matches
- WINSTON Motorsports Retail Personal Selling Program
- Extra No Bull 5 Materials
- WINSTON Hot Air Balloon

### ② Trade Marketing

- Neon Repairs

### ③ Other

- Company Vehicles

## RETAIL PROGRAMS

### ➔ SALEM POS Graphics Change (Contact: Lori O'Connor, #3019)

- SALEM has improved the graphics look on the majority of the POS pieces.
- Improved graphics include deeper, more vibrant colors, along with a shiny finish.
- Pieces are more impactful than previously available POS pieces.
- Majority of pieces available for order have the new graphic.

503045 - Small PPD Card  
503051 - Large PPD Card  
503060 - Display Strip  
503063 - Small Display Strip  
503072 - 19 PCD Transparency  
503081 - 8 Column OPM Transparency  
503090 - 24" Pkg Merch Transparency  
503840 - 19" PCD Card  
523733 - 24" Package Merch Card  
527210 - Enhanced Transparency  
527165 - Large Card  
527171 - Enhanced Card  
527201 - Large Transparency  
503120 - Dump Bin Riser Card  
521843 - Large Paster  
521861 - Large Starburst (11" x 10")  
521864 - Sm Starburst (6 1/2" x 5 1/2")

- Balance of POS pieces will be available in new graphics once existing inventories are depleted.

### ➔ WINSTON CTS Onserts (Contact: Lori O'Connor, #3019)

- There are leftover CTS onserts and POS Kits from first quarter that can be used along with the May CTS promotion. These are available for order immediately.

Item #	Description
536891	WINSTON Onserts
536873	CTS POS Kits

### ➔ WINSTON Banners and Matches (Contact: Lori O'Connor, #3019)

- Following items will be available for open order on Friday, May 1.

Item #	Description	SKU	Pack
536765	9x3 "Fire Up a Real One" Banner w/Pricing		1
536762	5x3 "Fire Up a Real One" Banner		1
538241	WINSTON Matches		1 box/ 24 caddies

- All allocations were rolled to national to ensure usage prior to July advertising message changeover.

### ➔ WINSTON Motorsports Retail Personal Selling Program (Contact: Lori O'Connor, #3019)

- WINSTON Motorsports Retail Selling Program referenced in FSC-10-B has been cancelled for the balance of the year.
- Cost of contacting consumers in retail outlets by an outside agency was cost prohibitive.

### ➔ Extra No Bull 5 Materials (Contact: Lori O'Connor, #3019)

- There are remaining quantities of the following "No Bull 5" materials. These are not race-specific and are available for order immediately.

Item #	Description	SKU
537620	No Bull 5 Window Decal	1
537635	No Bull 5 Dangler	1

- Also, a quantity of DSD Kits for the recent Round 2 version are available.

Item #	Description	SKU
543593	Independent DSD Kit	1
543611	Chain DSD Kit	1

### ➔ WINSTON Hot Air Balloon (Contact: Jim Foreman, #6482)

- WINSTON has a Hot Air Balloon at certain WINSTON Cup and Drag events (schedule attached).
- There may be some opportunities to invite customers for an afternoon flight.
- Flights are dependent on weather and balloon availability.
- If you have a customer you would like to invite, please contact Jim Foreman to confirm availability prior to extending the invitation.

## TRADE MARKETING

### ➔ Neon Repairs

(Contact: David Cook, #6550)

- The time period to call Fallon Neon for repair needs on the CAMEL and DORAL 1997 PDI neons and the CAMEL, WINSTON and DORAL CTS large neons has been extended to May 29, 1998.
- Fallon Neon: (800) 782-6366.
- If you have any problems with Fallon, Field Management should call Tom Fallon at (864) 576-6366 or David Cook in Winston-Salem at #6550.

## OTHER

### ➔ Company Vehicles

(Contacts: NES/SSA-LuAnn Boles, #6034, WSA-Robin Blakley, MWSA-Jan Faries, #3044)

- Apparently there is some confusion regarding the employee agreement forms 506 and 506A. Both forms are being signed by an employee in lieu of signing only the form that is applicable to their job assignment. The purpose of these forms is to ensure that an employee understands and agrees to abide by all RJRT conditions and expectations relative to Company vehicles.
- Form 506 should be signed by employees who have personal use of the Company vehicle and are in the following assignments for all levels: Retail Representatives (except part-time) Sales Representatives, Territory Representatives, Managers.
- Form 506A should be signed by employees who drive either their personal vehicle or an unassigned Company vehicle in order to conduct Company business and are in the following positions:
  - General Sales Workers
  - Part-time outlet specialist
  - Part-time retail representative
  - ROU Coordinators
  - Secretaries
  - Administrative Assistant
- Please ensure the appropriate form (only one) is reviewed with and signed by the employee.

\*e mailed to ROM/DMs/RMS/SR's on 5-4-98

---

**1998 BALLOON SCHEDULE**  
**FLIGHT DAYS**

---

<u>LOCATION</u>	<u>DATE</u>	<u>EVENT</u>
Richmond, VA	April 22-26	Winston Drag
Dallas, TX	April 29 - May 3	Winston Drag
Charlotte, NC	May 11 - 24	Winston Cup
Chicago, IL	May 27 - 31	Winston Drag
Columbus, OH	June 3 - 14	Winston Drag
Cincinnati, OH	June 17 - 21	
Kansas City, MO	July 1 - 5	
Denver, CO	July 8 - 19	Winston Drag
Indy	July 22 - August 1	Winston Cup
Brooklyn, MI	August 10 - 16	Winston Cup
Darlington, SC/Columbia, SC	August 26 - September 6	Winston Cup
Richmond, VA	September 8 - 12	Winston Cup
Memphis, TN (Tentative)	September 30 - October 11	Winston Drag
Phoenix, AZ	October 19 - 25	Winston Cup
Atlanta, GA	October 29 - November 8	Winston Cup

51859 0862